

CONTRACT



KOAT
3801 Carlisle Blvd. NE
Albuquerque, NM 87107
(505)884-7777

And:

Michelsohn Creative
8016 Constitution Place NE
Albuquerque, NM 87110-7628

Contract / Revision 968411 /		Alt Order #
Product Issue		
Contract Dates 10/30/12 - 11/05/12		Estimate # Verde Voters PAC
Advertiser Verde Voters		Original Date / Revision 10/29/12 / 10/29/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station KOAT	Account Executive Beth Pfefferle	Sales Office Albuquerque - L
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	KOAT	10/30/12	11/05/12	6a A7N More In The AM	6-7a		:30			NM	5	\$3,750.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				4	\$750.00			
		Week: 11/05/12	11/11/12	M-----				1	\$750.00			
N 2	KOAT	10/30/12	11/05/12	Good Morning America	7-9a		:30			NM	5	\$3,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				4	\$700.00			
		Week: 11/05/12	11/11/12	M-----				1	\$700.00			
N 3	KOAT	10/30/12	11/03/12	Sa 6a A7N More in the AM	6-9a		:30			NM	1	\$400.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-----S-				1	\$400.00			
N 4	KOAT	10/30/12	11/05/12	The View 10-11a	10-11a		:30			NM	5	\$2,125.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				4	\$425.00			
		Week: 11/05/12	11/11/12	M-----				1	\$425.00			
N 5	KOAT	10/30/12	11/02/12	General Hospital	2-3p/1-2p		:30			NM	3	\$825.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				3	\$275.00			
N 6	KOAT	10/30/12	11/05/12	Ellen 3-4p	3-4p		:30			NM	5	\$1,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 10/29/12	11/04/12	-TWTF--				4	\$300.00			
		Week: 11/05/12	11/11/12	M-----				1	\$300.00			
N 7	KOAT	10/30/12	11/02/12	Dr Oz	4-5p		:30			NM	2	\$1,150.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Heerdt Television Inc., does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Contract / Revision</u>	<u>Alt Order #</u>
968411 /	

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/05/12	Issue	Verde Voters PAC

<u>Advertiser</u>	<u>Original Date / Revision</u>
Verde Voters	10/29/12 / 10/29/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$575.00			
N 8	KOAT	10/30/12	11/05/12	Action 7 News @ 1030p	1030-1105p		:30			NM	5	\$4,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$900.00			
Week:		11/05/12	11/11/12	M-----				1	\$900.00			
N 9	KOAT	10/31/12	10/31/12	MODERN FAMILY	8-830P		:30			NM	1	\$4,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$4,000.00			
N 10	KOAT	10/30/12	11/05/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	5	\$7,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$1,400.00			
Week:		11/05/12	11/11/12	M-----				1	\$1,400.00			
N 11	KOAT	11/03/12	11/03/12	Action 7 News @ 5p Sat	5-530p		:30			NM	1	\$550.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$550.00			
N 12	KOAT	11/05/12	11/05/12	DWTS	7-10p		:30			NM	1	\$3,400.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$3,400.00			
Totals											39	\$32,700.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	39	\$32,700.00	\$27,795.00
Totals	39	\$32,700.00	\$27,795.00

Signature: _____ Date: _____

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